

CONTRACT



WYFF4.com

WYFF 4
505 Rutherford Street
Greenville, SC 29609
(864)242-4404

And:

American Media & Advocacy Group
Attention: Tracey Robinson
815 Slaters Ln
Alexandria, VA 22314

<u>Contract / Revision</u> 1538954 /		<u>Alt Order #</u> 25340852
<u>Product</u> NC		
<u>Contract Dates</u> 10/28/16 - 11/07/16		<u>Estimate #</u> 8476
<u>Advertiser</u> Grow NC Strong		<u>Original Date / Revision</u> 10/25/16 / 10/25/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WYFF 4	<u>Account Executive</u> Meredith Thompson	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
		<u>Total Ratings</u> 83.70
<u>Agency Code</u>	<u>Advertiser Code</u> 485	<u>Product 1/2</u> 907
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WYFF	10/31/16	11/06/16	Entertainment Tonight	7-730p		:30				NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	--W----				1	\$1,000.00	4.70			
N 2	WYFF	10/31/16	11/06/16	Entertainment Tonight	7-730p		:30				NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	----F--				1	\$1,000.00	4.70			
N 3	WYFF	10/28/16	10/30/16	Inside Edition	730-8pm		:30				NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	----F--				1	\$1,000.00	4.90			
N 4	WYFF	10/31/16	11/06/16	Inside Edition	730-8pm		:30				NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	M-----				1	\$1,000.00	4.90			
N 5	WYFF	10/31/16	11/06/16	Inside Edition	730-8pm		:30				NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	-T-----				1	\$1,000.00	4.90			
N 6	WYFF	10/31/16	11/06/16	Inside Edition	730-8pm		:30				NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	---T---				1	\$1,000.00	4.90			
N 7	WYFF	11/07/16	11/07/16	Inside Edition	730-8pm		:30				NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/07/16	11/13/16	M-----				1	\$1,000.00	4.90			
N 8	WYFF	11/07/16	11/07/16	MON THE VOICE	8-10p		:30				NM	1	\$5,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
1538954 /	25340852

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/28/16 - 11/07/16	NC	8476

<u>Advertiser</u>	<u>Original Date / Revision</u>
Grow NC Strong	10/25/16 / 10/25/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/07/16	11/13/16	M-----				1	\$5,000.00	8.90				
N 9	WYFF	10/31/16	11/06/16	Dateline	9-11p		:30				NM	1	\$3,000.00	
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/31/16	11/06/16	----F--				1	\$3,000.00	4.10				
N 10	WYFF	10/28/16	10/30/16	NBC Tonight Show	1135pm-1235xm		:30				NM	1	\$500.00	
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/24/16	10/30/16	----F--				1	\$500.00	1.90				
N 11	WYFF	10/31/16	11/06/16	NBC Tonight Show	1135pm-1235xm		:30				NM	1	\$500.00	
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/31/16	11/06/16	M-----				1	\$500.00	1.90				
N 12	WYFF	10/31/16	11/06/16	NBC Tonight Show	1135pm-1235xm		:30				NM	1	\$500.00	
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/31/16	11/06/16	-T-----				1	\$500.00	1.90				
N 13	WYFF	10/31/16	11/06/16	NBC Tonight Show	1135pm-1235xm		:30				NM	1	\$500.00	
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/31/16	11/06/16	--W----				1	\$500.00	1.90				
N 14	WYFF	10/31/16	11/06/16	NBC Tonight Show	1135pm-1235xm		:30				NM	1	\$500.00	
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/31/16	11/06/16	---T---				1	\$500.00	1.90				
N 15	WYFF	11/07/16	11/07/16	NBC Tonight Show	1135pm-1235xm		:30				NM	1	\$500.00	
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/07/16	11/13/16	M-----				1	\$500.00	1.90				
N 16	WYFF	10/28/16	10/30/16	NBC Saturday Night Live	1130pm-1xm		:30				NM	1	\$600.00	
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$600.00	2.90				
N 17	WYFF	10/31/16	11/06/16	NBC Saturday Night Live	1130pm-1xm		:30				NM	1	\$600.00	
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/31/16	11/06/16	-----S-				1	\$600.00	2.90				
N 18	WYFF	10/28/16	10/30/16	Sunday Night Football	8-11p		:30				NM	1	\$5,000.00	
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/24/16	10/30/16	-----S				1	\$5,000.00	9.80				
N 19	WYFF	10/31/16	11/06/16	Sunday Night Football	8-11p		:30				NM	1	\$5,000.00	
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/31/16	11/06/16	-----S				1	\$5,000.00	9.80				
Totals								83.70					19	\$29,200.00

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Grow NC Strong	10/25/16 / 10/25/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	4	\$7,100.00	(\$1,065.00)	\$6,035.00
10/31/16 - 11/07/16	15	\$22,100.00	(\$3,315.00)	\$18,785.00
Totals	19	\$29,200.00	(\$4,380.00)	\$24,820.00

Signature: _____ **Date:** _____

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